

# Ideas for PROMOTING TREATMENT of PATIENTS with CONCUSSIONS, TRAUMATIC BRAIN INJURIES and OTHER SPORTS RELATED INJURIES

The following represent some suggested resources, activities and timelines for your use in promoting your treatment of Concussion and Traumatic Brain Injury clients.

## HELPFUL RESOURCES TO HAVE ON HAND

- Concussion Research poster
- Power Point
- Articles
  - ✓ *Concussion and Post-concussion Syndrome*, By Yonina Chernick
  - ✓ *CranioSacral Therapy and the Treatment of Post concussion Syndrome*, by Mariann Sisco PT, CST-D
  - ✓ *Hope for the Treatment of Retired Athletes*, by Melinda Roland, MA, PT, Lac, OMD, Dipl-Ac, CST-D and Sally Fryer Dietz, PT, CST-D
- Testimonials from the former professional football players experience following our Intensive Concussion Therapy programs
- Discover Brochure (available for purchase)
- Traumatic Brain Injury Curriculum flyer

## PROMOTIONAL IDEAS

- Display poster and other materials in prominent location in your office
- Offer free CST demonstrations
- Hold an Open house. Offer free demonstrations. Invite the media, coaches and athletic trainers of local sports teams, local physicians, booster club and parent organizations.
  - ✓ Provide materials / handouts to attendees
- Send press releases to the media and your local and regional chapter newsletters
- Post on Social media
- Submit articles to your local associations.
- Pitch speaking opportunities to local civic, social and professional organizations.
- Attend / Exhibit at local health fairs

Let your own creativity flow. You are the local subject matter expert and will be recognized as such once you let the general public know about this niche.

## MAKE A PLAN

Once you have formulated the plan, the key will be to sticking to the action items you develop. Below is a sample plan:

**Month One:** Review all the materials and begin to develop your plan

**Month Two:** List out your plan goals and all the specific activities it will take to reach your goal. Consider forming a team with the other therapists in your area.

**Month Three:** Plan an Open House. Develop a list of guests to invite; clients, teams, physicians, schools, media, etc. Develop invitations and advertising (print, digital, social media, etc).

**Month Four:** Schedule the Open House with free demonstrations. Send out invitations, press releases, social media, contact local media, etc.

**Month Five:** Have a Successful event and schedule follow up appointments!

**Month Six:** Follow up with all the attendees of your Open House.

